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Planning

Preliminary Market Engagement – Management of Vale Farm Leisure Centre

London Borough of Brent

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-057383

Procurement identifier (OCID): ocds-h6vhtk-059c59 ([view related notices](#))

Published 17 September 2025, 2:41pm

Scope

Reference

COMREG 2526 165

Description

Purpose of the Notice This is a Preliminary Market Engagement and not a call for competition. Description of the Requirement The Authority is planning to undertake a procurement for the “Management of Vale Farm Leisure Centre” The Scope of the service includes the management of Vale Farm Leisure Centre and Active Communities work. The Services Specification will be based on the Sport England template, made bespoke to this project. Requirement The objective of the procurement will be to secure the most advantageous tender considering the Authority’s strategic outcomes whilst maximising the payment to the Authority. In undertaking this procurement, the Authority wishes to achieve the following outcomes Secure a partner who can: • embed prevention, inclusion and health equity in day-to-day delivery; • work in partnership with the Authority, health and community stakeholders to support wider Active Wellbeing outcomes; • work as system partners with health, education and community services; • contribute ideas and

innovation that will strengthen Brent's readiness for the integrated 2031 model; • contribute insight and operational learning that will inform the Authority's future appraisal of delivery models; • be ready to commence services 1 March 2026; and • will maximises usage and income to Vale Farm Leisure Centre and manage expenditure effectively to provide a financially sustainable contract. Prior to undertaking the formal procurement process, which is targeted to commence in early October 2025, the Authority is seeking to undertake Preliminary Market Engagement (PME) with the leisure operator market to enable the working group better to define its service requirements and the procurement process. We are seeking engagement with potential suppliers to: • Explore the planning competitive flexible procedure and timescales; • To use an agency agreement model for the procurement; and • Understand the level of interest from the market to tender for this contract.

Total value (estimated)

- £13,000,000 excluding VAT
- £15,600,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 March 2026 to 31 October 2031
- 5 years, 8 months

Main procurement category

Services

CPV classifications

- 92000000 - Recreational, cultural and sporting services

Contract locations

- UK - United Kingdom
-

Engagement

Engagement deadline

26 September 2025

Engagement process description

The Authority is planning to undertake a procurement for the “Management of Vale Farm Leisure Centre”

The Scope of the service includes the management of Vale Farm Leisure Centre and Active Communities work. The Services Specification will be based on the Sport England template, made bespoke to this project.

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
 - Voluntary, community and social enterprises (VCSE)
-

Submission

Publication date of tender notice (estimated)

6 October 2025

Procedure

Special regime

Light touch

Contracting authority

London Borough of Brent

- Public Procurement Organisation Number: PQVJ-5248-JQQY

Brent Civic Centre

Wembley

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Region: UKI72 - Brent

Organisation type: Public authority - sub-central government